



Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
Charleston, WV 25305-0130

State of West Virginia  
Request for Quotation  
21 – Info Technology

Proc Folder: 599044

Doc Description: Addendum - Social Media Management Platform Project (OT19149)

Proc Type: Central Contract - Fixed Amt

Date Issued	Solicitation Closes	Solicitation No	Version
2019-07-09	2019-07-16 13:30:00	CRFQ 0210 ISC2000000001	2

**BID PRESENTATION LOCATION**

BID CLERK  
DEPARTMENT OF ADMINISTRATION  
PURCHASING DIVISION  
2019 WASHINGTON ST E  
CHARLESTON WV 25305  
US

**VENDOR**

Vendor Name, Address and Telephone Number:

**FOR INFORMATION CONTACT THE BUYER**

Guy Nisbet  
(304) 558-2596  
guy.l.nisbet@wv.gov

Signature X

FEIN #

DATE

All offers subject to all terms and conditions contained in this solicitation

**ADDITIONAL INFORMATION****Addendum**

Addendum No.01 issued to publish and distribute the following information to the vendor community as attached.

\*\*\*\*\*

**Request for Quotation  
(Social Management Platform Project)**

The West Virginia Purchasing Division is soliciting bids on behalf of the Agency, The West Virginia Office of Technology from qualified vendors to establish a contract for a social media management platform that provides publishing tools, monitoring tools, analytical tools, and audience tools. This platform will be utilized by the Office of the Governor, and agencies within the Executive Branch and West Virginia Department of Commerce, per the Specifications, and Terms and Conditions contained within the solicitation as attached hereto.

INVOICE TO	SHIP TO
DEPARTMENT OF ADMINISTRATION OFFICE OF TECHNOLOGY 1900 KANAWHA BLVD E, BLDG 5 10TH FLOOR CHARLESTON WV25305 US	IS&C - CHIEF FINANCIAL OFFICER DEPARTMENT OF ADMINISTRATION BLDG 5, 10TH FLOOR 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Overall Total Cost: Meltwater Social or Equal	1.00000	YR		

Comm Code	Manufacturer	Specification	Model #
80140000			

**Extended Description :**

3.1.1 Contract Service Item #1: Meltwater Social or Equal

3.1.1.1 Vendor must provide an all-in-one social media management platform.

\*Vendor is to insert their TOTAL BID AMOUNT from Exhibit A on the Commodity line. Vendor must attach Pricing Page capturing all requested information with their submitted Bid Response.

**SOLICITATION NUMBER:** CRFQ 0210 ISC2000000001

**Addendum Number:**

**No.01**

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- ☐ | Modify bid opening date and time
- ☐ | Modify specifications of product or service being sought
- ☒ | Attachment of vendor questions and responses
- ☐ | Attachment of pre-bid sign-in sheet
- ☐ | Correction of error
- ☐ | Other

**Description of Modification to Solicitation:**

Addendum issued to publish and distribute the attached documentation to the vendor community.

1. Vendor submitted Questions and Agency responses.

No other Changes.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

## ATTACHMENT A

**CRFQ 0210 ISC2000000001**  
**Social Media Management Platform Project**  
**Vendor submitted Questions and Agency Responses.**

**July 8, 2019**

**Q 1. In an abundance of caution, we would like to confirm the tabulation and display of pricing in the CRFQ. 0210 ISC2000000001. Social media Management Platform Project (T19149)**

The Spreadsheet, **Exhibit A Price Page Solicitation**, sets out a yearly cost to submit and automatically produces a **Total Bid Amount** of the sum of the 4 yearly costs.

As an example - if each year total was \$100.00 then the Total Bid Amount would be \$400.00

The actual Bid document (**CRFQ. 0210 ISC2000000001.**) on page '2' requests we enter a Unit price equal to the yearly cost tabled in the spreadsheet: In our example \$100.00 The asterisk under extended description states " \*Vendor is to insert their TOTAL BID AMOUNT from **Exhibit A** on the commodity Line. Vendor must attach Pricing Page capturing all requested information with their submitted Bid Response".

- Please confirm that in our example we would put \$100.00 for the **Unit Price** and \$400.00 for the **Total price**
- Please confirm that by pricing page you mean the **Exhibit A** spreadsheet and the completed second page of the actual Bid document (**CRFQ. 0210 ISC2000000001.**)
- Please confirm that if there are no component or ancillary costs then these two entries constitute "all requested information"

A. If the total bid amount calculated on Exhibit A – Pricing Page \$400; then you would enter \$400 in the commodity line 1 on wvOASIS.

**Q.2 Which offices/agencies will be using this platform to start, and are there opportunities for its usage to expand state-wide?**

A. See Section 1: Purpose and Scope

**Q.3 Can you disclose any budgetary information?**

A. State Law forbids disclosure of Project budgets.

**Q.4 Are you opposed to a cloud-based solution like Salesforce's Marketing Cloud?**

A. No – a cloud-based solution is acceptable.

Q.5 What do you currently use for social media management purposes? Do you currently use Meltwater?

A. Please provide your capabilities regarding social media management. What we currently use is irrelevant.

Q.6 What pain points are associated with your current methods of social media management?

A. Please provide your capabilities regarding social media management per the requirements of the solicitation.

Q.7 What is your purpose in social media listening? What do you hope to achieve by tuning into conversations mentioning the State of West Virginia?

A. Track effectiveness in generating reach and frequency. Understanding sentiment being expressed by target audiences on a variety of issues and topics.

Q.8 Is there any significance to why you issued this RFP now instead of, say, in Q1 or Q4 of 2019?

A. No.

Q.9 How many social accounts would be managed? Which platforms?

A. See section 3.1.1.1.1.1

Q.10 In order to derive at a licensing cost estimate, what is the anticipated total number of internal users that will require access to the solution?

A. Vendors proposed solution must be priced for unlimited accounts

Q.11 For implementation partners outside of West Virginia, are there any parts of this work that you'd like to be completed on-site?

A. No.

Q.12 Do resumes of the proposed consultant(s) who would work with the State of West Virginia need to be included in our response?

A. Not a requirement. If you feel the information is pertinent and relevant, you are free to provide them.

Q.13 Can you disclose which types of keywords you'd like to monitor?

- A. The topics and keywords that will be monitored will vary dramatically and may change daily. This is due to the nature of the services that are provided by government and topics that are relevant to the constituents of West Virginia.

Q.14 Whether companies from Outside USA can apply for this? (like, from India or Canada)

- A. Yes, companies from outside the USA can apply.

Q.15. Whether we need to come over there for meetings?

- A. Yes

Q.16 Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

- A. Yes, this is not a Request for Proposal (RFP) but is a Request for Quotation (RFQ)

Q.17 Can we submit the proposals via email?

- A. No. Bids must be submitted via wvOASIS, courier, mailed, faxed or delivered in person.

West Virginia Purchasing Division  
2019 Washington Street, East  
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Fax: 304.558.3970

No other Changes.

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.:** \_\_\_\_\_

**Instructions:** Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

**Acknowledgment:** I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

**Addendum Numbers Received:**

(Check the box next to each addendum received)

<input type="checkbox"/> Addendum No. 1	<input type="checkbox"/> Addendum No. 6
<input type="checkbox"/> Addendum No. 2	<input type="checkbox"/> Addendum No. 7
<input type="checkbox"/> Addendum No. 3	<input type="checkbox"/> Addendum No. 8
<input type="checkbox"/> Addendum No. 4	<input type="checkbox"/> Addendum No. 9
<input type="checkbox"/> Addendum No. 5	<input type="checkbox"/> Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**NOTE:** This addendum acknowledgement should be submitted with the bid to expedite document processing.  
 Revised 6/8/2012